

Message Text

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11

ACTION EUR-06

INFO OCT-01 EB-05 ISO-00 RSC-01 DRC-01 /014 W

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O R 261014Z APR 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC IMMEDIATE

INFO SECSTATE WASHDC 2579

AMEMBASSY SOFIA

USIA WASHDC IMMEDIATE

UNCLAS VIENNA 3730

BEWT FOR RICE / USIA SHIRLEY

E. O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: U.S. PARTICIPATION PLOVDIV FAIR 1974 - STATUS REPORT

REF: A. VIENNA 3517, B. VIENNA 3681, C. VIENNA 3694

1. THERE ARE FOUR COMPANIES WHICH HAVE INDICATED POSITIVE INTEREST IN PARTICIPATING IN U.S. EXHIBIT AT 1974 PLOVDIV FAIR. WE HAVE SENT EACH OF THEM A PARTICIPATION AGREEMENT BUT NONE HAS SIGNED PA AND THREE HAVE COMPLAINED THAT RENT OF U.S. \$ 85 PER SQUARE METER OUTSIDE AND U.S. \$ 45 INSIDE IS TOO HIGH. FOLLOWING ARE INDIVIDUAL REACTIONS.

2. JOHN DEERE CO., MANNHEIM: ON APRIL 25, WE CALLED MR. VAN BONIN, JOHN DEERE CO., MANNHEIM, GERMANY, TO INFORM HIM EWTC HAD SENT HIS RESPONSE (REF A.) TO USDOC WITH REQUEST FOR GUIDANCE ON REPLY AND TO SAY WE STILL HOPE JOHN DEERE WILL PARTICIPATE. VON BONIN SAID JOHN DEERE STILL WOULD LIKE TO PARTICIPATE IN U.S. EXHIBIT AT 1974 PLOVDIV FAIR BUT COSTS QUOTED (SEE PARAGRAPH 1.) ARE SIMPLY TOO HIGH BASED ON JOHN DEERE EXPERIENCE IN OTHER EASTERN EUROPEAN TRADE FAIRS. VON BONIN SAID HE ALSO HAS ASKED HIS HOME OFFICE FOR GUIDANCE.

3. HESSTON S.P.A., UDINE: SEE REF B.

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4. FMC VIENNA, BRANCH OFFICE OF FMC INTERNATIONAL S.A.

GENEVA: SEE REF C.

5. STAUFFER CHEMICALS, GENEVA: ON APRIL 25, MR. G.R. MOORE
SAID STAUFFER IS STRONGLY INTERESTED IN PARTICIPATING IN SUBJECT
FAIR AND HOPES TO RESPOND VERY SOON. HE THOUGHT CHANCES OF
STAUFFER'S PARTICIPATION WERE "VERY GOOD" AND RAISED NO OBJECTION
TO QUOTED PRICE OF U.S. \$1,603 FOR 18.86 SQUAREMETERS
INDOOR. HUMES

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Message Attributes

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Disposition Event:
Disposition History: n/a
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